

FIG.1

100

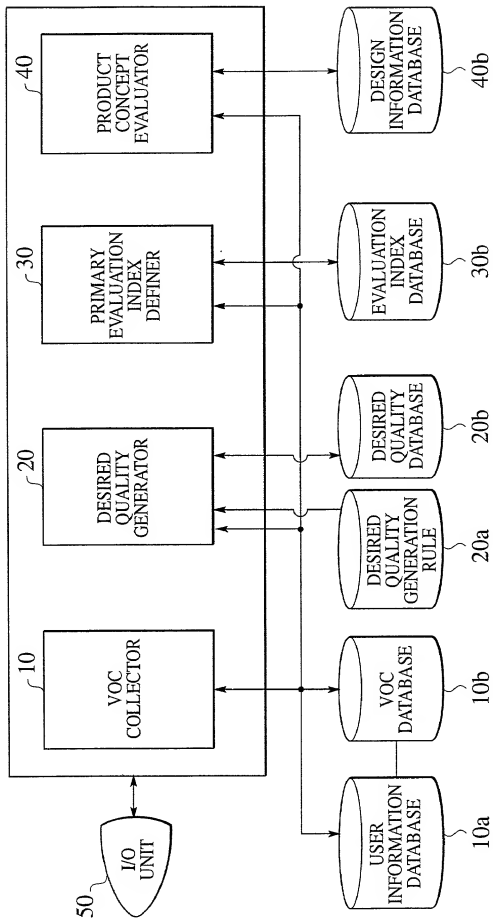


FIG.2

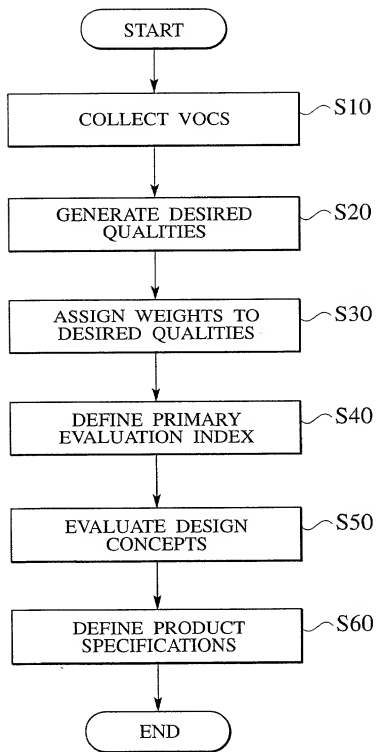


FIG.3

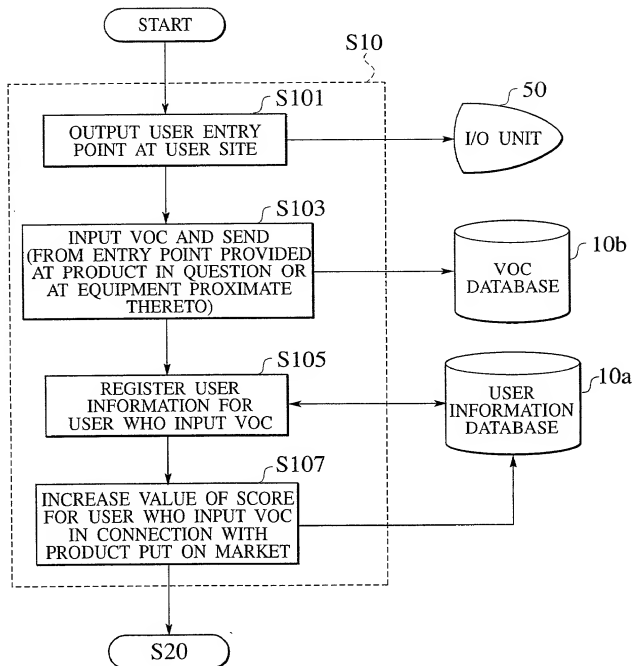


FIG.4

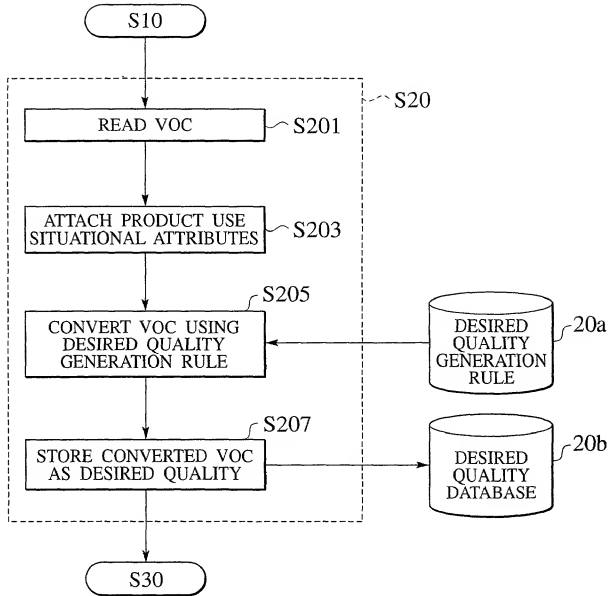


FIG.5

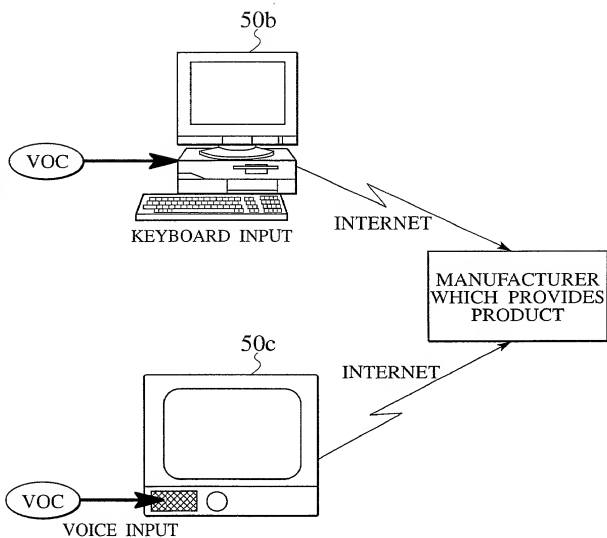


FIG.6

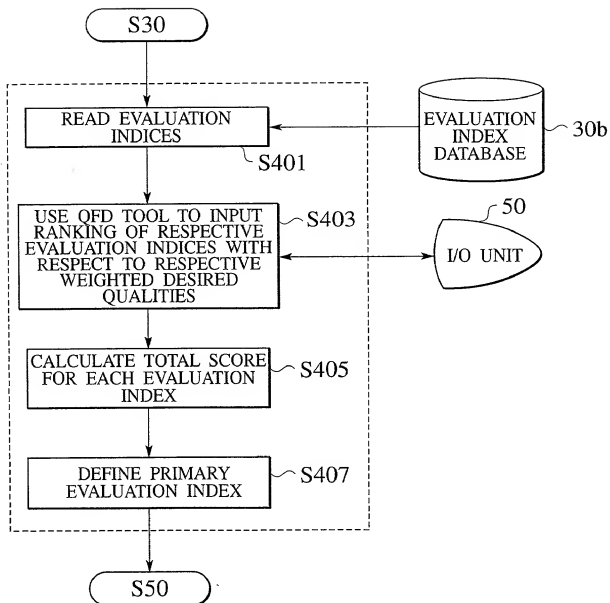


FIG. 7

DESIRED QUALITIES	WEIGHT	EVALUATION INDICES				
		Worse	1	2	3	Better
SOFTWARE DEVELOPMENT IS EASY	4.55		3			×
CAPABLE OF HIGH-SPEED DATA TRANSFER WITHIN SET	5.45			9		×
CAPABLE OF HIGH-SPEED IMAGE PROCESSING	7.27			3	9	×
CAPABLE OF HIGH-SPEED COMMUNICATION WITH SET EXTERIOR	3.64			9	3	×
CAN BE USED WITH CONFIDENCE	10.00		9			×
ALLOWS FOR EASY IMPROVEMENT OF FUNCTIONALITY IN FUTURE MODELS	8.18	9			3	×
CONSUMES LITTLE ELECTRICAL POWER	1.00				3	×
	SCORE	74	90	38	27	71
	NORMALIZED SCORE	0.18	0.22	0.09	0.07	0.17
						0.26

FIG. 8

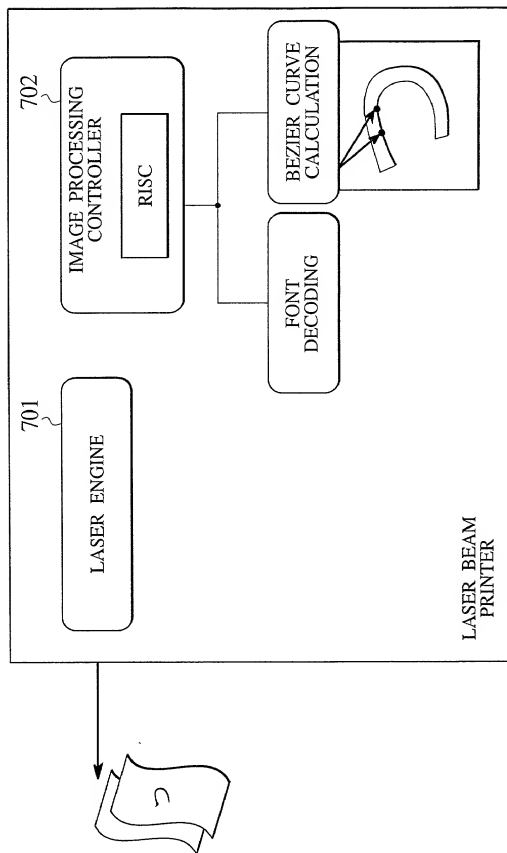


FIG.9

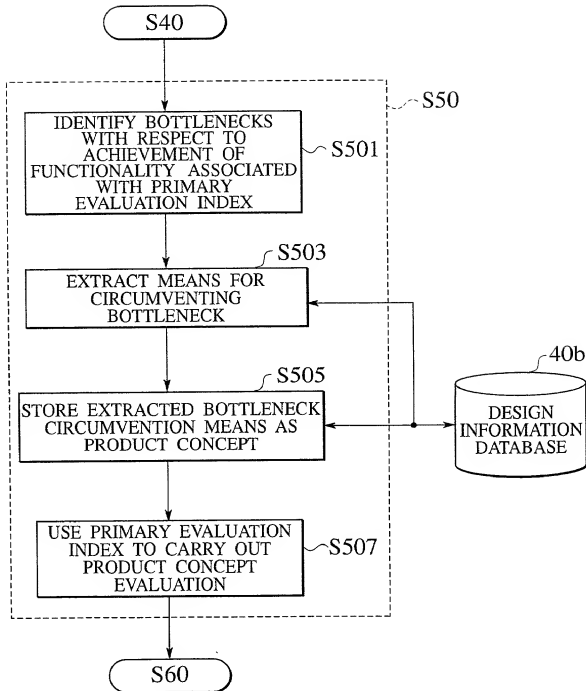


FIG.10A

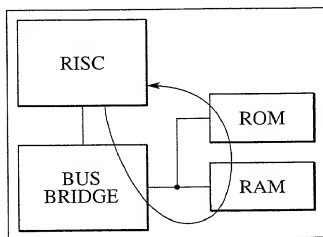


FIG.10B

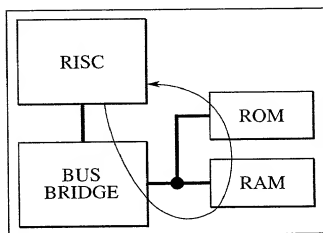
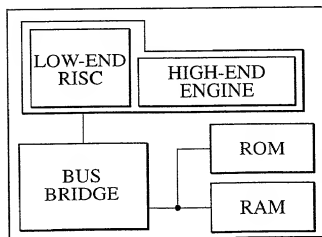
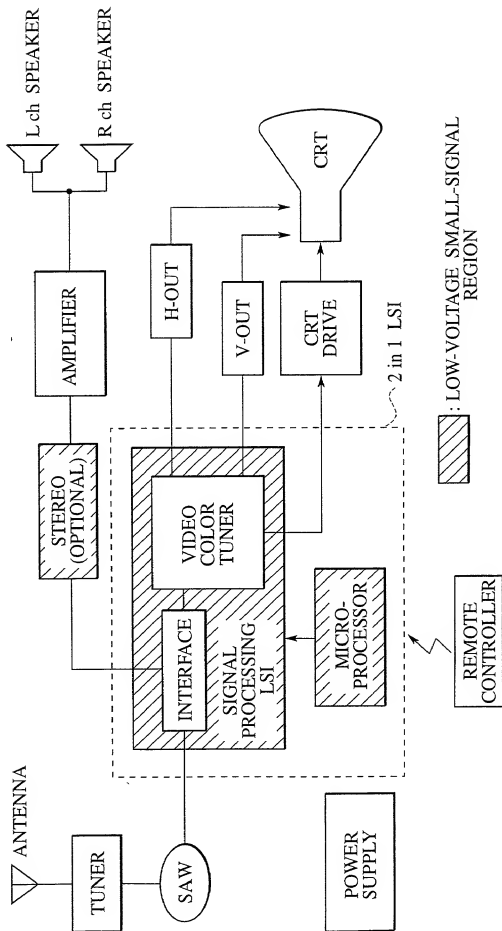


FIG.10C



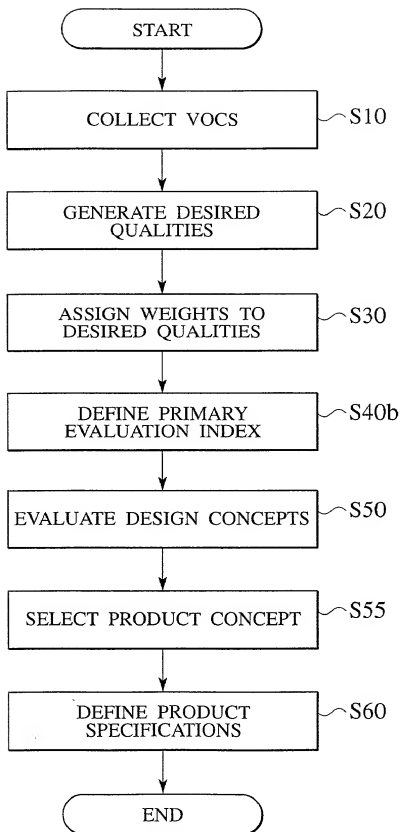
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FIG.11



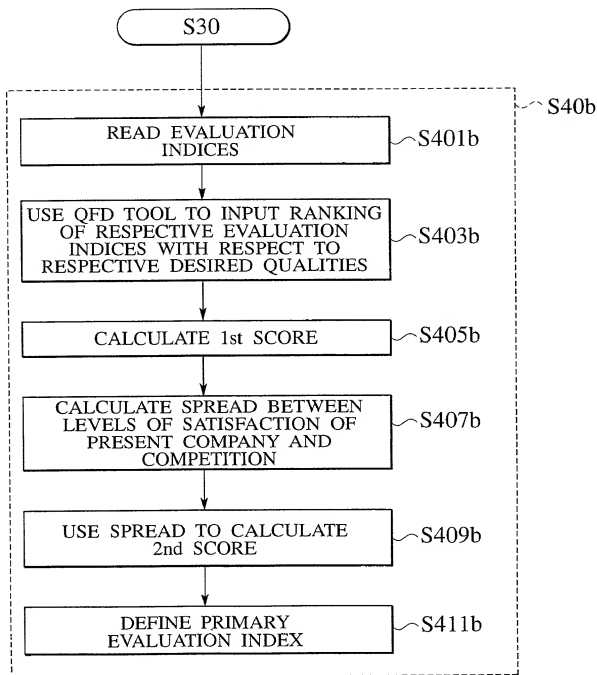
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FIG.12



09916303.073001

FIG.13



Evaluation indices

[illegible]

FIG. 15

The diagram illustrates a multi-criteria decision-making process. It consists of several interconnected tables and a flow diagram.

Criteria Table:

Direction representing improvement	Criteria
down	Design cost of chip
down	TV adjustment time
up	OSD font (X-Y)
up	I/O pins
down	Electrical power consumption (Watts)
down	Microprocessor noise interference
down	External parts count (material cost, assembly cost)
down	ROM replacement time (programming, weeks)
down	Software development cost
down	Number of diagnostic functions
up	MTBF (years)
down	Minimum RF input level (dB μ V)/sensitivity
up	Video S/N (dB)
up	Audio S/N (dB)

Prioritization of desired qualities Table:

9	9	3
9	9	3
9	9	3
4	9	9
7	9	9
6	9	9
7	9	9
7	9	9
4	9	9
4	9	9
4	9	9
4	9	9
7	9	9

Customer perception Table:

Worse	1	2	3	4	5	Better
A	B	A	B	A	B	A
B	A	B	A	B	A	B
A	B	A	B	A	B	A
B	A	B	A	B	A	B
A	B	A	B	A	B	A
B	A	B	A	B	A	B
A	B	A	B	A	B	A
B	A	B	A	B	A	B
A	B	A	B	A	B	A
B	A	B	A	B	A	B
A	B	A	B	A	B	A
B	A	B	A	B	A	B

User evaluation Table:

Worse	1	2	3	4	5	Better
A	B	A	B	A	B	A
B	A	B	A	B	A	B
A	B	A	B	A	B	A
B	A	B	A	B	A	B
A	B	A	B	A	B	A
B	A	B	A	B	A	B
A	B	A	B	A	B	A
B	A	B	A	B	A	B
A	B	A	B	A	B	A
B	A	B	A	B	A	B
A	B	A	B	A	B	A
B	A	B	A	B	A	B

Weight #2 Table:

1st score	Normalized 1st score	2nd score	Normalized 2nd score
83	0.08	63	0.03
33	0.04	54	0.05
36	0.05	72	0.06
36	0.05	36	0.03
36	0.05	72	0.08
36	0.05	36	0.03
63	0.08	126	0.11
63	0.08	189	0.16
63	0.08	63	0.05
36	0.05	36	0.03
81	0.11	81	0.07
54	0.07	81	0.07
81	0.11	81	0.07
81	0.11	162	0.14

Weight #2 Calculation:

Weight #2 = Weight #1 x Weight #2

FIG.16

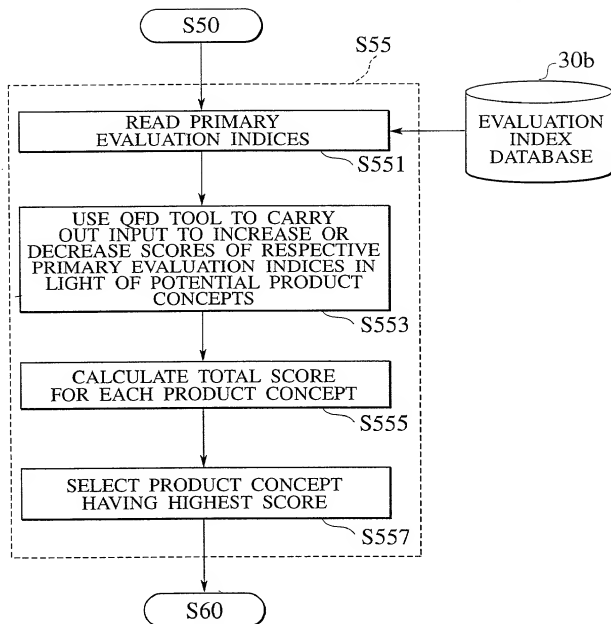


FIG.17

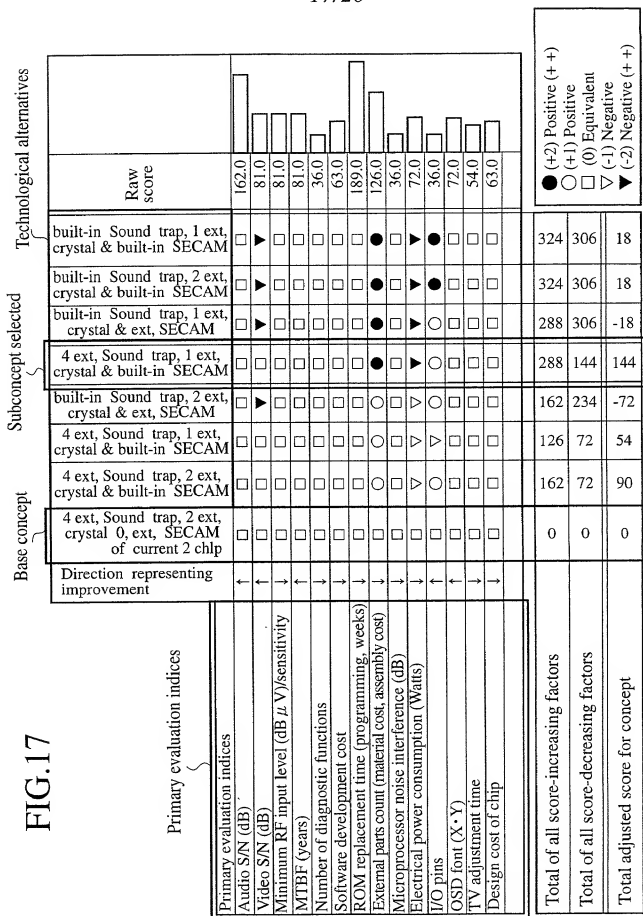


FIG.18A

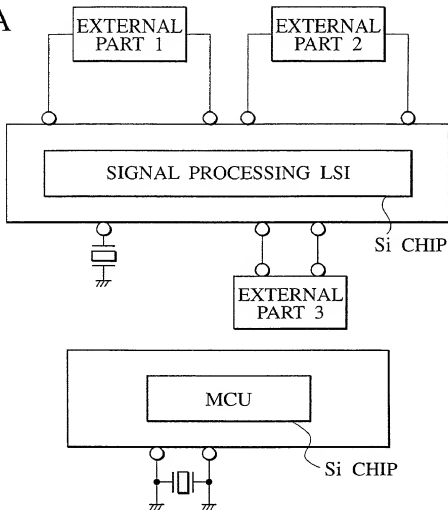
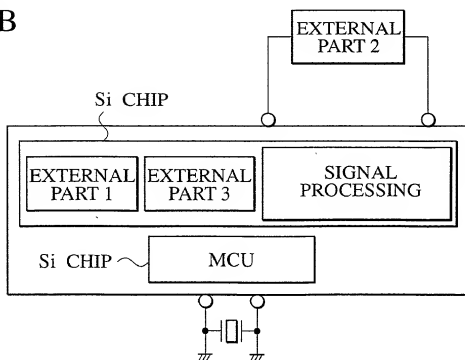


FIG.18B



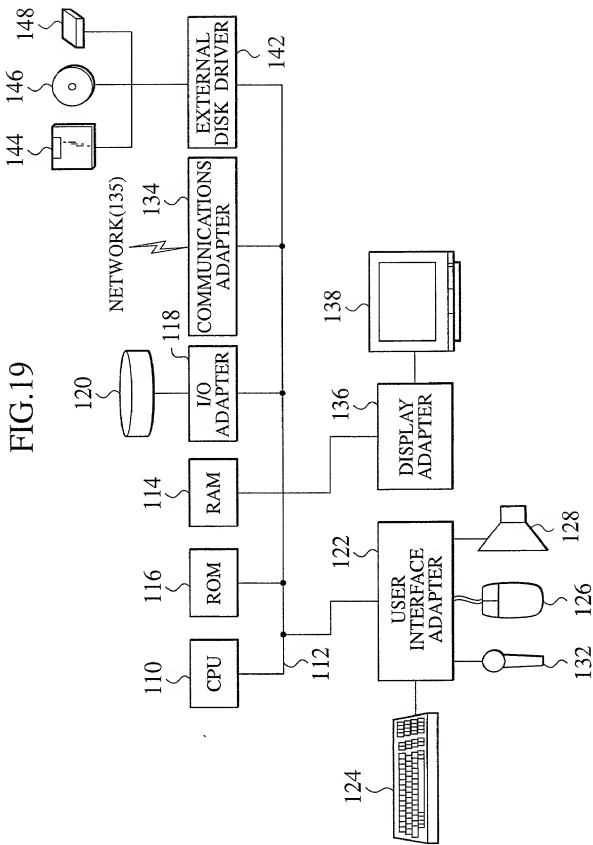


FIG.20

